



WE LOOK FORWARD TO MEETING YOU!

ACADEMIC ADVICE

Fulda University of Applied Sciences
Department of Business
Leipziger Str. 123 | 36037 Fulda | Germany
Laura Yilmaz | International Coordinator
+49 661 9640 2806
laura.yilmaz@w.hs-fulda.de
Prof. Dr. Rainer Hillebrand | Academic Director
+49 661 9640 275
rainer.hillebrand@w.hs-fulda.de

APPLICATION

International Office
Ms Carola Ossenopp-Wetzig
+49 661 9640 1452
exchange-io@hs-fulda.de



FACHWERK 5 | 02 | 2024 | Credits: Hochschule Fulda

THE CITY OF FULDA

- › Historic city founded in 744 with picturesque old town
- › Approx. 70,000 inhabitants
- › Only 90 minutes by local train from Frankfurt
- › A high quality of life, short distances and a safe environment ideal to study in

COSTS

- › Tuition fee: no tuition fees, Fulda University is a public university funded by the state of Hessen.
- › Semester contribution: approx. €300 per semester including the semester ticket for public transportation in and around Fulda
- › Cost of living: €800–€900 per month, incl. rent, health insurance (€120 per month) and groceries
- › Job opportunities: From tutoring jobs and student assistantships at Fulda University to typical students' jobs in restaurants, shops and many other industries in the city of Fulda and surroundings, there is a wide range of job opportunities available.
- › A partial contribution to the costs of the trip to Berlin will occur

FULDA UNIVERSITY

- › 8 academic departments and over 60 study programmes
- › 8,700 students in total
- › 1,700 international students

FIVE REASONS TO STUDY AT FULDA UNIVERSITY

- › 1. Strong international focus: Preparatory programmes for international students, various international Bachelor's and Master's programmes as well as multiple study abroad opportunities
- › 2. Application orientation: strong links to business and industry and excellent job opportunities for graduates on the German and global labour markets
- › 3. Strong research focus: Fulda University is the first university of applied sciences in Germany authorised to award doctoral degrees independently
- › 4. Campus university: everything is within easy reach, students soon find their bearings and it's easy to make friends and contact staff
- › 5. Central location: Conveniently located in the heart of Germany, Fulda is close to Frankfurt airport and only three hours from Munich, Cologne and Berlin. That makes Fulda a great starting point to explore the rest of Germany and Europe.



INTERNATIONAL COURSE IN BUSINESS



**FOR INTERNATIONAL
APPLICANTS.**

**PROF. DR. TOBIAS KNEDLIK,
DEAN OF THE DEPARTMENT OF
BUSINESS:**
„THE ICB ALLOWS STUDENTS TO
GAIN INSIGHTS INTO A RANGE OF
RECENT BUSINESS TOPICS FROM
A EUROPEAN AND GERMAN PER-
SPECTIVE.“

CONTENT

The Department of Business invites students from abroad to participate in the International Course in Business (ICB) with a focus on sustainability and digital developments in Europe and the world. The ICB is a course tailored to the needs of international exchange students. Participants will enjoy an international setting, work on topics such as business management, sustainability and digitalization together with German and other international students. The ICB is fully conducted in English and up to 30 ECTS are awarded upon successful participation. Student performance will be graded.

**SPECIAL OFFERS FOR
INTERNATIONAL STUDENTS**

- › Orientation Week prior to the start of the course, including a pick-up service at Fulda train station
- › Accommodation service for all students from abroad
- › Guided leisure programme with in- and outdoor activities (costs may occur, e.g. entrance fees)
- › Academic and non-academic guidance and counselling, as well as assistance with administrative matters



**ADMISSION
REQUIREMENTS**

- › Good English language skills on level B2 CEFR
- › Students should have completed their first year of a Bachelor’s programme in the field of business/economics or related fields.

Co-taught: together with Fulda students	{	Intercultural Competence › 5 ECTS			
		Business Simulation incl. trip to Berlin › 5 ECTS			
		German language › 5 ECTS			
		Digital Marketing and E-Commerce or Digital Business › 5 ECTS			
		The German and European Economy in a Global Context › 5 ECTS			
		Sustainable Business Management › 5 ECTS			
			September	October	November December

**PROGRAMME
STRUCTURE**

› **The German & European Economy in a Global Context (5 ECTS)**
Students will learn about the specifics of the German and European political economy, its institutions and economic paradigms, in an international comparison. Differences between various forms of market economies/ capitalism and their impact on businesses are analyzed, based on theoretical approaches such as Varieties of Capitalism and European integration economics.

› **Sustainable Business Management (5 ECTS)**
Students will learn that international companies are caught up in an area of conflict arising from environmental requirements, to which company management responds in terms of strategic management by developing and selecting appropriate alternative strategies.

› **Digital Business (5 ECTS)**
Students are able to identify drivers and parameters of the digital transformation. They can put current developments into a corporate context. They can also develop initial recommendations for the digital transformation of selected business processes.

› **Digital Marketing and E-Commerce (5 ECTS)**
Students learn to understand the principles of digital marketing from the point of view of theory and practice. They acquire comprehensive knowledge of planning, implementation, management and control of marketing related activities in digital media.

› **Business Simulation including a trip to Berlin (5 ECTS)**
Students will make decisions for a company in a business simulation game. They will work on strategic topics using balanced scorecards or business model canvass. This module starts in Fulda, presentation of the results will take place in Berlin, combining this module with a visit to Berlin (sights and businesses).

› **Intercultural Competence (5 ECTS)**
Students recognize the importance of intercultural skills in a multilingual and multicultural world. They acquire the ability to communicate with international colleagues or managers in a socially competent and culturally appropriate way in work-related situations.

